

Vehicle Marking

- Pride in ownership by drivers
- Positive branding opportunity for state agencies
 - Demonstrates “presence” by agencies
 - Demonstrates best value in vehicle class selection
 - Demonstrates proper maintenance and regard for taxpayer dollars
- Conspicuity
 - Reducing accidents through use of retro-reflective material
 - Reducing personal use of state vehicles

Research sponsored by FEMA

NFPA 1901, Standard for
Automotive Fire Apparatus - 2009

GSA KKK-A-1822F, Standards for
Star of Life Ambulance – 2007

IRS marking requirement for non personal use vehicles (IRS 1.274-5)

Clearly marked – through painted
insignia or words

Marking on license plate is not a
clear marking

Employee at risk of failing
substantiation requirement.

“...reduce traffic accidents and deaths and injuries resulting from accidents, by providing adequate illumination of the roadway and enhancing the conspicuity of motor vehicles on the public roads so that their presence is perceived and signals understood, both in daylight and in darkness or other conditions of limited visibility”. (US CFR, 2004)

Vehicle Marking Example

